



WTIC-TV

ORDER

Print Date 08/06/12 Page 1 of 1

Flight Dates 08/07/12-08/13/12

Contract / Revision 377810 / CHRIS DONOVAN 4 CONG

Original Date / Revision 08/06/12 08/06/12
Agency Com 15%Advertiser C Donovan/D/5th D/Congres
1831 Chestnut Street
Philadelphia, PA 19103

Agency Shorr Johnson Magnus

Buying Contact
1831 Chestnut Street
Philadelphia, PA 19103
Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06264466

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 5% Market Value 95000

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	40%	38000
4WVIT	35%	33250
5WTNH	20%	19000
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	6	\$4,037.50	\$4,750.00	0.00	07/30/12	08/13/12	6	\$4,037.50	\$4,750.00
Totals	6	\$4,037.50	\$4,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	08/11/12	08/11/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$500.00	03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-----1-		1		\$500.00		0.00					
E 2	61	08/07/12	08/10/12	M-F News at Ten News at Ten	CM	10p-11p	-TWTF--	:30	4	\$850.00	03	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-TWTF--		4		\$850.00		0.00					
E 3	61	08/13/12	08/13/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$850.00	03	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	1-----		1		\$850.00		0.00					
Totals														6	\$4,750.00